

Telematics Update: The ‘App-ortunity’ for Apps in the Car

In the telecom world, revenue from app sales for the four leading app stores rose 11 percent in the first quarter, totalling a whopping \$2.2 billion globally, according to market researcher Canalsys. Now, Telematics Update digs deeper into the fast-paced hype surrounding in-vehicle apps to shed light on feasible content offerings and vehicle specific application business models at Content and Apps for Automotive Europe (18-19 June).

([PRWEB](#)) May 01, 2013 -- Telematics Update: In recent months, Renault and QNX have both launched major automotive app store initiatives. General Motors is close behind with plans to launch an app store of their own later this year. Both Ford and GM have stepped up efforts to involve third-party developers through APIs that facilitate the building of apps for the vehicle. Hardly a week goes by without one of the big names of the portable device app space announcing a new automotive integration; for example, Spotify and its two recently announced integrations with Ford and Volvo.

Strategic Director at Telematics Update, Emily Savage says ‘Getting content into the car is not about making quick money (as in the mobile apps space). It is about understanding the driver and customer base and having the knowledge to offer a product which will generate new sources of revenue and increased customer loyalty.’

To really shed light on feasible content offerings and vehicle specific application business models, Telematics Update is hosting a unique event this June to bring together the giants of the in-vehicle infotainment world. The Content & Apps for Automotive Conference & Exhibition (18-19th June, Munich, Germany) will provide key strategies, analysis and networking opportunities to help the automotive, device and mobile content industries identify opportunities surrounding in-car apps and content.

This year’s event will bring together automakers, tier one suppliers, content and mobile leaders to discuss the latest OEM content strategies, business models for app stores, new advances to work more closely with the developer ecosystem (such as HTML5 ready platforms) and operating system trends amongst other topics. See the full agenda and speakers here

Industry defining experts at the 2013 event include:

- Reinhard Jurk, Project Manager - Connected Drive, BMW
- Bruce Hazan, Senior Solution Engineer, Facebook
- Joerg Luetzner, Director - Online Services, Continental Automotive
- Andrei Iordache, Product Management Specialist, Kia Motors
- Emmanuel Bonbon, Connectivity and Multimedia General Manager, Renault
- Candido Peterlini, Director - Infotainment Product Concept , Fiat Automotive
- Pascal de Mul, Global head of hardware partnerships, Spotify
- Ulrich Kersken, Chief Architect, Robert Bosch
- Lars, Möreke, Mobile Services, Volkswagen Financial Services
- Martin Kristensson, Head of Content Acquisition, Volvo

The complete Content & Applications for Automotive Europe 2013 conference program and speaker line-up is available at: <http://www.telematicsupdate.com/contenteu/conference-event-brochure.php> or contact the Conference Director, Emily Savage.

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